

**ABSTRACT**

5        Provided is a method and system for the electronic  
distribution of product redemption coupons to remote personal  
computers located at users' homes. A centrally located  
repository, such as an online service provider or web site on  
the Internet, stores packages of coupon data for downloading  
on demand to the user's computer. The user may view, select,  
sort and print desired coupons from the downloaded package.  
10        The user's demographic as well as coupon selection data is  
provided back to the online service and coupon distributor and  
issuers for subsequent marketing analysis. The online service  
can perform subsequent coupon processing on previously  
downloaded coupon packages such as variation of discount  
15        amounts. The online service provider can also determine how  
many times a particular coupon was viewed. When the printed  
coupons are presented at a retail store, the discount is  
provided to the user. Upon redemption by the store via a  
coupon redeeming center, transaction data is also supplied to  
20        the coupon issuers and distributor for integration into  
marketing analysis. The electronic coupon system is secure  
due to the inclusion of user-specific identification indicia  
printed thereon.